Public Relations Review Index/Volume 22, Numbers 1-4 March-December 1996

Please note: Numbers in Parentheses refer to the issue number in Volume 22.

ARTICLES Author/Title

Black, Karen, Nancy Roth, Todd Hunt, and Maria Stavropoulos, Can't We All Just Get Along? Cultural Variables in Codes of Ethics, 151-162 (3)

Camron, Glen T., Lynne M. Sallot, and Ruth Ann Weaver, Developing Standards of Professional Performance in Public Relations, 43-62 (1)

Chen, Ni and Hugh M. Culbertson, Guest Relations: A Demanding but Constrained Role for Lady Public Relations Practitioners in Mainland China, 279-296 (3)

Chow-Hou, Wee; Soo-Jiuan, Tan; and Kim-Ling, Chew, Organizational Response to Public Relations: An Empirical Study of Firms in Singapore, 259-278 (3)

Culbertson, Hugh M. and Ni Chen, Guest Relations: A Demanding but Constrained Role for Lady Public Relations Practitioners in Mainland China, 279-296 (3)

Fitzpatrick, Kathy R., The Role of Public Relations in the Institutionalization of Ethics, 249-258 (1)

Fitzpatrick, Kathy R., Public Relations and the Law: A Survey of Practitioners, 1-8 (1)

Gray, Roger, Timothy Walters, and Lynne M. Walters, Agenda Building in the 1992 Presidential Campaign, 9-24 (1)

Gronstedt, Anders, Integrated Communications at America's Leading Total Quality Management Corporations, 25-42 (1)

Guth, David W., Acceptance and Use of Public Relations Practices Among Kansas Litagators, 341-354 (4)

Hearit, Keith Michael, The Use of Counter-Attack in Apologetic Public Relations Crises: The Case of General Motors vs. Dateline NBC, 233-248 (3)

Hunt, Todd, Nancy Roth, Maria Stavropoulos, and Karen Black, Can't We All Just Get Along? Cultural Variables in Codes of Ethics, 151-162 (2)

Karrh, James A. and Anne R. Owen, Video News Releases: Effects on Viewer Recall and Attitudes, 369-378 (4)

Keenan, Kevin L., Network Television News Coverage of Public Relations: An Exploratory Census of Content, 215-232 (3)

Kim-Ling, Chew, Chow-Hou, Wee, and-Soo-Jiuan, Tan, Organizational Response to Public Relations: An Empirical Study of Firms in Singapore, 259-278 (3) Kruckeberg, Dean, A Global Perspective on Public Relations Ethics: The Middle East, 181-190 (2)

Leeper, Kathie A., Public Relations Ethics and Communitarianism: A Preliminary

Discourse, 163-180 (2)

Leeper, Roy V., Moral Objectivity, Jurgen Habermas's Discourse Ethics, and Public Relations, 133-150 (2)

Leitch, Shirley and Judy Motion, A Discursive Perspective From New Zealand: Another World View, 297-310 (3)

Morton, Linda P., Do Public Relations Managers and Technicians Value News Releases Differently?, 355-368 (4)

Motion, Judy and Shirley Leitch, A Discursive Perspective From New Zealand: Another World View, 297-310 (3)

Murphy, Priscilla, Chaos Theory as a Model for Managing Issues and Crises, 95-114 (2)

Newsom, Doug, Review of Public Relations Literature: Case Books, 387-391 (4)

Owen, Anne R. and James A. Karrh, Video News Releases: Effects on Viewer Recall and Attitudes, 369-378 (4)

Roth, Nancy, Todd Hunt, Maria Stavropoulos, and Karen Black, Can't We All Just Get Along? Cultural Variables in Codes of Ethics, 151-162 (2)

Sallot, Lynne M., Glen T, Camron, and Ruth Ann Weaver, Developing Standards of Professional Performance in Pub-

lic Relations, 43-62 (1)

Soo-Jiuan, Tan, Chow-Hou, Wee, and Kim-Ling, Chew, Organizational Response to Public Relations: An Empirical Study of Firms in Singapore 250-278 (3)

Ŝtudy of Firms in Singapore, 259-278 (3) Stavropoulos, Maria, Nancy Roth, Todd Hunt, and Karen Black, Can't We All Just Get Along? Cultural Variables in Codes of Ethics, 151-162 (2)

Stone, Gerald C., Public Relations Telephone Surveys: Avoiding Methodological

Debacles, 327-339 (4)

Thomsen, Steven R., @Work in Cyberspace: Exploring Practitioner Use of the PRForum, 115-132 (2)

Tilson, Donn James, Promoting a 'Greener' Image of Nuclear Power in the U.S. and Britain, 63-79 (1) Walters, Lynne M., Timothy Walters, and Roger Gray, Agenda Building in the 1992 Presidential Campaign, 9-24 (1)

Weaver, Ruth Ann, Glen T, Camron, and Lynne M. Sallot, Developing Standards of Professional Performance in Public Relations, 43-62 (1)

Wright, Donald K., Review of Public Relations Literature: Basic Textbooks, 379-

385 (4)

ARTICLES Title/Author

A Discursive Perspective From New Zealand: Another World View (Judy Motion and Shirley Leitch), 297-310 (3)

A Global Perspective on Public Relations Ethics: The Middle East (Dean Krucke-

berg), 181-190 (2)

Acceptance and Use of Public Relations Practices Among Kansas Litagators (David W. Guth), 341-354 (4)

Agenda Building in the 1992 Presidential Campaign (Timothy Walters, Lynne M. Walters, and Roger Gray), 9-24 (1)

@Work in Cyberspace: Exploring Practitioner Use of the PRForum (Steven R. Thomsen), 115-132 (2)

Can't We All Just Get Along? Cultural Variables in Codes of Ethics (Nancy Roth, Todd Hunt, Maria Stavropoulos, and Karen Black), 151-162 (2)

Chaos Theory as a Model for Managing Issues and Crises (Priscilla Murphy), 95-

114(2)

Developing Standards of Professional Performance in Public Relations (Glen T, Camron, Lynne M. Sallot, and Ruth Ann Weaver), 43-62 (1)

Do Public Relations Managers and Technicians Value News Releases Differently? (Linda P. Morton), 355-368 (4)

Guest Relations: A Demanding but Constrained Role for Lady Public Relations Practitioners in Mainland China (Ni Chen and Hugh M. Culbertson), 279-296 (3)

Integrated Communications at America's Leading Total Quality Management Corporations (Anders Gronstedt), 25-42

(1)

Moral Objectivity, Jurgen Habermas's Discourse Ethics, and Public Relations (Roy V. Leeper), 133-150 (2)

Network Television News Coverage of Public Relations: An Explorator Census of Content (Kevin L. Keenan), 215-232 (3)

Organizational Response to Public Relations: An Empirical Study of Firms in Singapore, (Cho8w-Hou, Wee, Soo-Jiuan, Tan, and Kim-Ling, Chew), 259-278 (3)

Promoting a 'Greener' Image of Nuclear Power in the U.S. and Britain (Donn

James Tilson), 63-79 (1)

Public Relations and the Law: A Survey of Practitioners (Kathy R. Fitzpatrick), 1-8

(4)

Public Relations Ethics and Communitarianism: A Preliminary Discourse (Kathie A. Leeper), 163-180 (2)

Public Relations Telephone Surveys: Avoiding Methodological Debacles (Gerald C. Stone), 327-339 (4)

Review of Public Relations Literature: Basic Textbooks (Donald K. Wright), 379-385 (4)

Review of Public Relations Literature: Case Books (Doug Newsom), 387-391 (4)

The Role of Public Relations in the Institutionalization of Ethics (Kathy R. Fitzpatrick), 249-258 (3)

The Use of Counter-Attack in Apologetic Public Relations Crises: The Case of General Motors vs. Dateline NBC (Keith Michael Hearit), 233-248 (3)

Video News Releases: Effects on Viewer Recall and Attitudes (Anne R. Owen and James A. Karrh), pp. 369-378 (4)

BOOK REVIEWS

Anastaplo, George, The Amendments to the Constitution: A Commentary (William A. Mulligan), 204 (2)

Aronowitz, Stanley and William DeFazio, The Jobless Future: Sci-Tech and the Dogma of Work (Jan W. Kelly), 198 (2)

Badaracco, Claire Hoertz, Trading Words: Poetry, Typography and Illustrated Books in the Modern Literary Economy (Marilyn S. Fregly), 316 (3) Bivins, Thomas, Handbook of Public Relations Writing (Kathleen A, Martinelli), 82 (1)

Brandenburger, Adam M. and Barry J. Nalebuff, Co-opetition (Robert E. Brown), 394-396 (4)

Brustein, Robert, Dumbocracy in America: Studies in the Theatre of Guilt, 1987-1994 (Jamie M. Byrne), 323 (3)

Byers, Walter with Charles Hammer, Unsportsmanlike Conduct: Exploiting College Athletics (Hugh M. Culbertson), 325 (3)

Byrnes, Mark E., Politics and Space: Image Making by NASA (James Kauffman), 81 (1)

01 (

Campbell, Christopher P., Race, Myth and the News (Joye C. Gordon), 206 (2)Card, Claudia, Lesbian Choices (Frederick

A. Woodress), 93 (1)

Clayton, Obie Jr., ed., An American Dilemma Revisited: Race Relations in a Changing World (Kathleen A. Martinelli, 403-404 (4)

Collier, George A., Basta! Land and the Zapatista Rebellion in Chiapas (Forrest

W. Moore), 92 (1)

Cooper, Philip J., Battles on the Bench: Conflict Inside the Supreme Court (Frank Winston Wylie), 318 (3)

Crystal, David, The Cambridge Encyclopedia of the English Language (Hugh M. Culbertson), 397-399 (4)

Cutlip, Scott M., Public Relations History From the 17th to the 20th Century (Frank Winston Wylie), 311 (3)

Dennis, Lloyd B., ed., Practical Public Affairs in an Era of Change (Stephen H. Baer, 312 (3)

Elster, Jon, ed., Local Justice In America (William E. Sledzik), 399-400 (4)

Elshtrain, Jean Berthke, Democracy on Trial (Eugenia Zerbinos), 87 (1)

Elwood, William N., ed., Public Relations as Rhetorical Criticism: Case Studies of Corporate Discourse and Social Influence (Douglas Starr), 194 (2)

Ezekiel, Ralph S., The Racist Mind: Portraits of Neo-Nazis and Klansmen (Scott

M. Cutlip), 208 (2)

Fisher, Louis, Presidential War Power (David J. Vergobbi), 400-401 (4)

Fitzwater, Marlin, Call the Briefing! Reagan and Bush, Sam and Helen: A Decade with the Presidents and the Press (Sheila Gibbons), 191 (2)

Fleisher, Craig S. edited by David B. Kinsman, Public Affairs Benchmarking: A Comprehensive Guide (Carl H. Schrank), 314 (3)

314 (3)

Franklin, John Hope and Genna Rae McNeil, eds., African Americans and the Living Constitution (Damon J. Keith), 205 (2)

Gates, Bill, with Nathan Myhrvold and Peter Rinearson, *The Road Ahead* (Jamie M. Byrne), 393-394 (4)

Gjelten, Tom, Saravejo Daily: A City and Newspaper Under Siege (Ray E. Hie-

bert), 86 (1)

Glasser, Theodore L. and Charles T. Salmon, eds., Public Opinion and the Communication of Consent (Mary Caldwell), 85 (1)

Greenberg, Mike, The Poetics of Cities: Designing Neighborhoods That Work (Albert Kreiling), 401-402 (4)

Greenwalt, Kent, Fighting Words (Ralph E. Pollock), 317 (3)

Grossman, Lawrence K. The Electronic Republic: Reshaping Democracy in the Information Age (John L. Paluszek), 196 (2)

Hollander, Stanley C. and Kathleen M. Rassuli, eds., Marketing: Volume II

(Jerry L. Sloan), 201 (2) Hunt, Earl, Will We Be Smart Enough?

(John L. Paluszek), 88 (1)

Hutchinson, Earl Ofari, The Assassination of the Black Male Image (Stephen H. Baer), 210 (2)

Jordan, Shirley M., Broken Silences: Interviews with Black and White Women Writers (Louella Benson-Garcia), 211 (2)

Kotkin, Joel, Tribes: How Race, Religion, and Identity Determine Success in the New Global Economy (GlayNell Webb),

404-405 (4)

Kramer, Roberick M. and David M. Messick, Negotiation as a Social Process (Ronald D. Smith), 199 (2)

Kramer, Roderick M. and David M. Messick, eds., Negotiation As a Social Process (Ronald D. Smith), 319 (3)

Lazar, William, Handbook of Demographics for Marketing and Advertising: New Trends in the American Marketplace (Mary L. Mohan), 201 (2)

Loeb, Paul Rogat, Generation at the Crossroads: Apathy and Action on the American Campus (Kirk Hallahan), 320 (3)

Luker, Kristin, Dubious Conceptions: The Politics of Teenage Pregnancy (William E. Sledzik), 406-407 (4)

Marlow, Eugene, Electronic Public Relations (Joye C. Gordon), 396 (4)

McMahan, Eva M. and Kim Lacy Rogers, eds., Interactive Oral History Reviewing (Shirley A. Serini), 91 (1)

Nelson, Bob, 1001 Ways to Reward Employees, (Charles A. Lubbers), 396-

397 (4)

Newsom, Doug A. and Bob J. Carrell, eds., Silent Voices (Maria P. Russell), 402-403 (4)

Newsom, Doug A. and Bob J. Carrell, Public Relations Writing Form & Style (Stephen H. Baer), 83 (1)

Risk, Kathryn Harrison, Science and Politics (Louis C. Williams Jr.), 322 (3)

Rodgers, Joann Ellison and William C. Adams, *Media Guide for Academics* (Frank Winston Wylie), 313 (3) Ropers, Richard H. and Dan J. Pence,

American Prejudice: With Liberty and Justice for Some (Nancy M. Somerick),

90(1)

Roschwalb, Susanne A. and Richard A. Stack, eds., Litigation Public Relations: Courting Public Opinion (Melvin L. Sharpe), 195 (2)

Schor, Naomi and Elizabeth Weed, eds., The Essential Difference (Shirley Serini),

323 (3)

Stauber, John C. and Sheldon Rampton, Toxic Sludge is Good for You (Burton St. John III), 192 (2)

Toogood, Granville N., The Articulate Executive (Beverly R. Silverberg), 212 (2)

Whillock, Rita Kirk and David Slayden, eds., Hate Speech (Don W. Stacks), 207 (2)

- Wilson, Clint C. and Felix E. Gutierrez, Race, Multiculturalism, and the Media: From Mass to Class Communication (second edition), (William E. Sledzik), 209 (2)
- Winston, William J. ed., Journal of Customer Service in Marketing and Management (J. Dale Thorn), 315 (3)
- Woods, Randall Bennett, Fulbright: A
- Biography (Gary Hunt), 203 (2) Yale, David R., Publicity & Media Relations Checklist (Ann Parker), 84 (1)
- Yinger, John, Closed Doors, Opportunities Lost: The Continuing Costs of Housing Discrimination (Nancy M. Somerick), 405-406 (4)